

MINUTES OF THE
FREMONT ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
THURSDAY, May 6, 2010, 8:00 A.M. – 9:30 A.M.
ARDENWOOD CONFERENCE ROOM
3300 CAPITOL AVENUE, BUILDING A

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1. **CALL TO ORDER** The meeting was called to order at 8:07 a.m.

2. **ROLL CALL**

Commissioners Present: Chang, Cox, Dickstein, Lee, Tehrani, and Tran

Commissioners Absent: Bonior and Dutra

Staff Present: Lori Taylor, Economic Development Director
Elisa Tierney, Redevelopment Agency Director
Kim Marshall, Executive Assistant

3. **APPROVAL OF MINUTES**

The regular minutes of March 4, 2010 were approved. MSC Cox/Lee, all ayes.

4. **PUBLIC COMMUNICATIONS**

None

5. **COMMISSIONER/STAFF REPORT ON SECTORS**

Director Taylor talked about the ED Element of the General Plan. She will send a revised copy to the Commissioners for their review. A separate City Council work session will be held in July to go over the ED Element.

Nine of the largest industrial leases for the last quarter have been located in Fremont. Director Taylor talked about an LED manufacturing firm looking at space in Ardenwood.

Economic Development staff will be attending International Council of Shopping Centers (ICSC) Las Vegas Trade Show on May 23 – 25. This retail convention draws 30,000 – 50,000 attendees. The City will be meeting with different retail businesses, developers, and brokers to discuss sites in Fremont.

Commissioner Chang said that Ranch 99 will move into the empty Lion's retail space on Mission Boulevard in Warm Springs.

6. COMMISSIONER/STAFF REPORT ON CORPORATE SITE VISITS

American Natural & Organic Spices purchased their building on Business Center Drive.

AlterG makes specialized, anti-gravity equipment for athletes.

Office Depot is one of the city's largest sales tax generators and services a large territory of Northern California.

Sierra Solar Power specializes in R&D and solar panels right now.

Spectrum Lithograph purchased their 17,000 sf facility.

7. COMMISSIONER/STAFF REPORT ON EDAB, JVSU, OTHER MEETINGS

At the last ICSC Monterey meeting in March, the number of attendees increased from the prior year. The mood was more upbeat and optimism about the economy has increased.

At the CalED Summit, Fremont was recognized as the first city in California to use their allocation of the Federal Stimulus Recovery Zone Facility Bonds. Dale Hardware will receive financing for the expansion of their store which is estimated to double their size and add 55 new employees.

8. SCHEDULED ITEMS

8.1 RDA Update

Director Tierney thanked the EDAC Commissioners for their support on the Redevelopment Plan Amendment Update. The Plan Amendment has been approved. It will be a new funding source of \$1.5 billion.

Director Tierney shared successes in the Redevelopment Areas of Niles, Irvington and Centerville. The Niles Town Plaza is now being enjoyed by the community. In Irvington, the Bay Street improvements have begun.

The Commercial Building Rehabilitation Program gives up to \$100,000 or 75% of the total cost of façade improvements, whichever is less. Loan assistance of \$10,000 to \$200,000 for interior improvements and others not covered by grant assistance is also available with certain cash contributions from the owner. An example of the success of this program can be seen in the Macau Cultural Center. The program has been re-written to make completing the forms easier.

Affordable Housing is important for the community. Main Street Village Apartments' construction will begin in June. The Eden Peralta senior project (98 units) will also start in June. There will be on-site services for seniors.

8.2 Update on NUMMI/EDA Efforts

On April 9, the City of Fremont was awarded an EDA Grant. This grant will provide money for four studies: Economic & Market Analysis Strategic Plan, Land Use Alternatives, Infrastructure & Cost Analysis, and Financial Assessment. An RFP has been advertised and a consultant should be selected by early July.

The Fremont City Council has approved Guiding Principles for the 800 acres site which includes the NUMMI site and over 450 other acres surrounding the future Warm Springs BART area.

9. FUTURE AGENDA ITEMS

- City of Fremont Budget Update

10. ADJOURNMENT The meeting was adjourned at 9:39 a.m.